

<b>Title</b>	<b>Apply product information to selling goods in a retail environment</b>		
<b>Level</b>	<b>3</b>	<b>Credits</b>	<b>10</b>

<b>Purpose</b>	<p>This entry-level unit standard is for people who are working in a retail environment selling goods.</p> <p>People credited with this unit standard are able to: apply product information to assist a customer to purchase goods; and maintain product information, in a retail environment.</p>
----------------	---

<b>Classification</b>	Retail, Distribution, and Sales > Retail and Distribution Core Skills
-----------------------	---

<b>Available grade</b>	Achieved
------------------------	----------

## Guidance Information

### 1 Definitions

*Benefits* – the value the customer places on features of goods regardless of the price. Benefits can be anything the customer defines as of value and may or may not be features of the particular goods.

*Customer* – the recipient of goods and/or services and includes internal or external customers.

*Features* – characteristics of the goods, examples of which are country of origin, material, brand, manufacturer, price, style, colour, size, service components, costs, location, timeframes, contingency measures.

*Retail environment* – workplaces where the primary focus is on customers purchasing goods or services.

*Workplace procedures* refer to applicable procedures found in the following: workplace performance guidelines and standards; manufacturer's procedures and specifications; Government and local body legislation.

- 2 Legislation relevant to this unit standard include but are not limited to: Credit Contracts and Consumer Finance Act 2003, Consumer Guarantees Act 1993, Fair Trading Act 1986, Food Act 2014, Hazardous Substances and New Organisms Act 1996, Health and Safety at Work Act 2015, Contract and Commercial Law Act 2017, Sale and Supply of Alcohol Act 2012, Smoke-free Environments Act 1990, Weights and Measures Act 1987.

- 3 Evidence for this unit standard must be demonstrated in the workplace.

---

## Outcomes and performance criteria

### Outcome 1

Apply product information to assist a customer to purchase goods in a retail environment.

Range evidence is required of two customer interactions from the candidate's workplace.

### Performance criteria

- 1.1 Brand characteristics are communicated to the customer in accordance with workplace procedures.
- 1.2 Any alternative products are identified, and their features and benefits communicated to the customer in accordance with workplace procedures.
- 1.3 Product performance and any limitations are identified and communicated to the customer in accordance with workplace procedures.

### Outcome 2

Maintain product information in a retail environment.

Range evidence is required of two products available in the candidate's workplace.

### Performance criteria

- 2.1 Changes in product status are identified and communicated to sales staff in accordance with workplace procedures.  
  
Range product status may include but is not limited to – product transfers, new products, product deletions.
- 2.2 Changes in technology or production processes are identified and communicated to sales staff in terms of the impact on the product's features and benefits.
- 2.3 Value-added and/or co-products are identified and communicated to sales staff in terms of their relationship to the product being stocked.
- 2.4 Sales, discounts or promotions are identified and communicated to sales staff in terms of their impact on the retail price.
- 2.5 Any legislative considerations or environmental considerations related to the product being stocked are identified and communicated to sales staff in terms of the impact on customer buying decisions.

<b>Planned review date</b>	31 December 2027
----------------------------	------------------

#### Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	21 May 2015	31 December 2021
Review	2	8 December 2016	31 December 2021
Revision	3	29 March 2018	31 December 2024
Review	4	2 March 2023	N/A

<b>Consent and Moderation Requirements (CMR) reference</b>	0112
--	------

This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

#### Comments on this unit standard

Please contact Ringa Hora Services Workforce Development Council [qualifications@ringahora.nz](mailto:qualifications@ringahora.nz) if you wish to suggest changes to the content of this unit standard.